



News

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Kia Motors posts 21.3% global sales growth in February

- 205,876 Kia vehicles sold globally in February for 21.3% year-on-year growth
- February sales in China, North America, Europe, general markets and Korea post year-on-year sales growth of 41.8%, 35.5%, 30.6%, 5.0% and 2.5%, respectively

(SEOUL) March 8, 2012 – Kia Motors Corporation announced today its global sales figures (export sales, domestic sales and sales from overseas plants) for passenger cars, recreational vehicles (RVs) and commercial vehicles for February 2012, recording a total of 205,876 units sold. This figure represents a year-on-year increase of 21.3%.

In February, Kia posted year-on-year sales increases in all regions of the world – 41.8% in China (38,007 units sold); 35.5% in North America (49,682 units sold); 30.6% in Europe* (38,703); 5.0% in general markets (39,472 units sold)*; and 2.5% in Kia's home market of Korea (40,012 units sold).

Cumulatively, through the first two months of 2012, Kia's global sales have increased by 12% year-on-year to reach 391,160 units. North America and Europe have experienced the highest cumulative gains to date in 2012 of 31.8% (88,973 units sold) and 31.8% (74,555 units sold), respectively.

Kia's best selling model in overseas markets for the month of February was the B-segment Rio (known as 'K2' in China) with 37,146 units sold. The C-segment Cerato (known as 'Forte' in some markets) was the second best seller with 26,615 units delivered, while the Sportage compact CUV, D-segment Optima sedan and Sorento mid-size CUV followed with 25,011, 18,444 and 15,947 units sold, respectively.

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Tae-Hyun (Thomas) Oh, Senior Executive Vice President & COO of Kia Motors Corporation, said, "We have posted extremely positive growth across the board, especially in our most strategic regions – China, North America and Europe. Speaking of Europe, the positive initial reactions to the world premiere of the all-new cee'd this week at the Geneva Motor Show are a promising indicator of the growing momentum for the Kia brand in the region."

	February 2012	February 2011	Year-on-Year Change		Year to Date 2012	Year to Date 2011	Cumulative Year-on-Year Change
Global Sales	205,876	169,727	21.3%	Global Sales	391,160	349,136	12.0%
Overseas Sales	165,864	130,698	26.9%	Overseas Sales	316,938	269,605	17.6%
By Vehicle Category (Overseas Sales)							
Passenger	101,445	70,997	42.9%	Passenger	192,821	151,244	27.5%
<i>Passenger</i>	61%	54%		<i>Passenger</i>	61%	56%	
RV	60,858	55,369	9.9%	RV	117,130	109,241	7.2%
<i>RV</i>	37%	42%		<i>RV</i>	37%	41%	
Commerical	3,561	4,332	-17.8%	Commercial	6,987	9,120	-23.4%
<i>Commerical</i>	2%	3%		<i>Commercial</i>	2%	3%	
By Region							
North America	49,682	36,676	35.5%	North America	88,973	67,514	31.8%
Europe*	38,703	29,644	30.6%	Europe*	74,555	56,563	31.8%
China	38,007	26,802	41.8%	China	76,316	67,578	12.9%
General Markets*	39,472	37,576	5.0%	General Markets*	77,094	77,950	-1.1%
Domestic / Korea	40,012	39,029	2.5%	Domestic / Korea	74,222	79,531	-6.7%

Top 5 Selling Cars Overseas					
Rank	Model	February 2012 Sales Units	Year To Date	Model	Year to Date Sales Units
1	Rio/K2	37,146		Rio/K2	69,434
2	Cerato/Forte	26,615		Cerato/Forte	52,104
3	Sportage	25,011		Sportage	49,658
4	Optima	18,444		Optima	33,903
5	Sorento	15,947		Sorento	30,420

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Editor's notes:

* 'General markets' include the regions of Central and South America, the Caribbean, Asia (excluding China and Korea), the Pacific, Middle East and Africa. 'Europe' includes both Western and Eastern European markets.

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Kia Motors Corporation (www.kia.com) -- a maker of quality vehicles for the young-at-heart -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$39 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA -- the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.

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